

## 2023 Champions of Dairy Key Messages



### **Dairy is Good for my Body, my Community, and my Planet**

#### **Introduction**

As dairy promoters, we want to reach consumers and share the dairy story to ultimately increase dairy sales. To do this, we need our messages to be in alignment. From national advertising campaigns to local dairy breakfasts on the farm, our messages need to focus on the parts of the dairy story that are important to our current and future consumers.

Through extensive research and consumer testing, Dairy Farmers of Wisconsin and Dairy Management, Inc. (national dairy check-off) have identified messaging that consumers, specifically youth and their parents, respond positively to in building their trust in dairy, which will ultimately maintain and increase dairy sales.

In 2023, Dairy Farmers of Wisconsin's trust-building promotional efforts in Wisconsin will feature resources and programs focused on **Dairy is good for my Body, my Community, and my Planet.**

These messages are the foundation of national and in-state campaigns building a stronger, unified voice for dairy.

#### **How to Read Messaging**

Messaging is broken into three key areas or "buckets" – Dairy is Good for My Body, My Community and My Planet. Each key message has a foundational background statement, multiple key points to share with consumers, and additional messaging resources. These messages are meant to be a foundation for consumer-facing promotions – add your personal stories or community examples to make the dairy story your own.

## **Dairy is Good for my Body**

Consumers are increasingly choosing foods that offer a natural source of energy – especially protein- and foods that provide nutrients to strengthen immunity. Dairy checks both boxes.

### **Background**

The United States Department of Agriculture recommends three servings of dairy every day. The variety of nutrient-rich dairy foods offers something for almost everyone’s wellness and taste needs throughout their lives.

Milk’s essential nutrients can be challenging to replace in a healthy eating pattern. Every 8-ounce glass of milk provides 13 essential nutrients in every serving, including protein, zinc, selenium, vitamin A, and vitamin D, which contribute to healthy immune function. Dairy foods like cheese and yogurt provide high-quality protein, calcium, vitamins A, B, and more! These nutrients help our bodies function correctly. (Dairy Management, Inc., 2021)

Science indicates that eating nutritious dairy foods — such as milk, cheese, and yogurt — improves bone health, especially in children and adolescents. They are also associated with a reduced risk of cardiovascular disease, Type 2 diabetes, and lower blood pressure in adults. (Dairy Market Inc., 2020)

### **Key Messages**

- Milk helps you fuel up without crashing. It’s a simple, easy source of protein when you need to stay energized.
- A robust immune system helps you feel good no matter what comes your way. Milk and other dairy products are a natural source of immune-boosting nutrients like zinc and protein.
- There are options in the dairy case for almost everyone — including those with lactose intolerance and other specific dietary needs. (Dairy Market Inc., 2020)
- Real dairy foods, including milk, cheese, and yogurt, have simple ingredient lists. The list on milk includes a few simple words – milk, vitamin A, and vitamin D.

## References

Dairy Management, Inc. (2020, October 7). *USDairy*. Retrieved from Undeniably Dairy Health & Wellness:  
<https://www.usdairy.com/dairy-nutrition/health-wellness>

MilkPEP. (2020, October 10). *9 Milk Nutrition Facts You Need to Know*. Retrieved from MilkLife.com:  
<https://milklife.com/articles/nutrition/9-milk-nutrition-facts-you-need-know>

MilkPEP. (2020, October 7). *It's Time to Learn Your Milk Facts*. Retrieved from MilkLife:  
<https://milklife.com/articles/nutrition/its-time-learn-your-milk-facts>

United State Department of Agriculture. (2020, October 7). *All about the Dairy Group*. Retrieved from Choose My Plate: <https://www.choosemyplate.gov/eathealthy/dairy>

## Additional Resources

- Milk Processor Education Program, [milklife.com](http://milklife.com)
- National Dairy Council. [usdairy.org](http://usdairy.org)
- International Dairy Foods Association, [idfa.org](http://idfa.org)

## **Dairy is Good for my Community**

Today's consumers want to know where and how their food is produced. They also want to contribute to their community by choosing locally sourced goods and services. Wisconsin dairy meets this demand with a wide variety of delicious, locally produced options consumers can feel good about choosing.

### **Background**

Sustainable food systems are about more than just a carbon footprint. They're about making positive contributions to promoting community vitality, strengthening rural and urban economies, and protecting and preserving our natural resources. All facets must work together to embody a sustainable society from farm to table.

Dairy is a vital part of the economy in nearly every Wisconsin county, whether urban or rural. Family-owned farms, dairy processors, and dairy-related businesses generate thousands of jobs and millions of dollars of economic activity while contributing to local income and tax revenues.

Wisconsin dairy farmers support local school food service and youth nutrition programs to show the importance of nutrient-rich foods and regular physical activity for all kids, helping to alleviate hunger, foster growth and development, and support learning.

Our Wisconsin dairy farmers and their employees have strong ties to volunteerism and community service in local community schools, civic organizations, and local governments.

### **Key Messages**

- Dairy farmers are passionate about providing wholesome food to our community.
- 95% of Wisconsin dairy farms are family owned.
- Wisconsin dairy farmers have supported wellness and nutrition programs in our schools that have reached nearly 3 million students in the past ten years.
- The Wisconsin Dairy Industry generates \$45.6 billion. This is more than the combined value of Florida citrus and Idaho potatoes. (University of Wisconsin Extension, 2020)
- 1 out of every 9 Wisconsinites are employed in agriculture, with dairy being the largest of the ag sectors.

**References**

Extension, U. o. (2020, November 3). *Contribution of Agriculture to the Wisconsin Economy*. Retrieved from Center for Community and Economic Development - Division of Extension:

<https://economicdevelopment.extension.wisc.edu/eda-university-center/contribution-of-agriculture-to-the-wisconsin-economy/>

**Additional Resources**

Find county ag economic impact data at <https://economicdevelopment.extension.wisc.edu/eda-university-center/contribution-of-agriculture-to-the-wisconsin-economy/county-agriculture-impacts/>

## **Dairy is Good for my Planet**

Consumer research indicates that consumers are seeking food choices that are sustainably produced. Wisconsin Dairy has thousands of farmers who prioritize animal care, water quality, and land care - a story consumers want and need to hear.

### **Background**

Dairy farmers care for the environment – U.S. dairy farmers are committed to reducing their carbon footprint even further as part of the dairy industry’s initiative to become carbon neutral or better by 2050. Real dairy is produced by real dairy farmers who care for animals, land, and water resources. Dairy farmers are on the job 24 hours a day, 7 days a week, 365 days a year, to feed and care for their animals.

Wisconsin’s natural resources are a large part of what makes our state and milk great. Our farmers continue to innovate their sustainable farming practices to keep it that way. After all, how would a dairy farm family preserve their land for future generations without acting as environmental stewards?

### **Key Messages**

- Dairy is good for you and made with care for the planet. From the farm to your fridge, U.S. dairy is taking steps to reduce food waste and greenhouse gas emissions.
  - The U.S. dairy industry’s greenhouse gas footprint is only about 2% of the U.S. total. (Dairy Management, Inc., 2020)
- U.S. dairy farmers are committed to reducing their carbon footprint even further as part of the dairy industry’s initiative to become carbon neutral or better by 2050
- The carbon footprint of a glass of milk is two-thirds less than it was 70 years ago, yet milk still has the same nutritional benefits and great taste
- Producing a gallon of milk has 19% less greenhouse gas emissions than in 2007. That’s equivalent to the amount of carbon dioxide removed from the atmosphere by half a million acres of U.S. forest annually.

## References

Dairy Management, Inc. (2020, November 3). *What is the Carbon Footprint of a Gallon of Milk*. Retrieved from US Dairy: <https://www.usdairy.com/news-articles/what-is-the-carbon-footprint-of-a-gallon-of-milk#:~:text=We're%20happy%20we%20can,by%20the%20University%20of%20Arkansas>.

Innovation Center for U.S. Dairy. (2020, November 3). *U.S. Dairy's Environmental Footprint*. Retrieved from US Dairy:

## Additional Resources

- Dairy Management, Inc., [usdairy.com](https://www.usdairy.com)
- Innovation Center for U.S. Dairy, [usdairy.com/about-us/innovation-center](https://www.usdairy.com/about-us/innovation-center)

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## **Dairy is Good for my Planet**

Consumer research indicates that young shoppers, especially Millennial Moms and Gen Z, are seeking food choices that are sustainably produced. Wisconsin Dairy has thousands of farmers who prioritize animal care, water quality, and land care - a story consumers want and need to hear.

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